



# Alberta Team Cattle Penning Society

ALBERTA TEAM CATTLE PENNING SOCIETY  
PO BOX 292, STATION MAIN

EDMONTON, AB T5J 2J1

## 2024 Sponsorship Package

### A little about team cattle penning

**Team Cattle Penning** is a western equestrian sport that evolved from the common ranch work of separating cattle into pens for branding, doctoring, or transport.

Today it is a fast-paced event that gives a team of three riders on horseback from 60 to 90 seconds (depending on the class or the sanctioning of the event) to humanely separate three specifically identified cattle from a herd of 30 and put them in to a pen at the opposite end of the arena. The

Alberta Team Cattle Penning Society mission is to develop and promote the sport of team cattle penning. Team cattle penning is an activity that is attractive to the horse enthusiast and provides an opportunity to work with the horse and compete in a safe, friendly, and fun atmosphere. The sport is popular with families and helps young riders learn horsemanship skills, and sportsmanship in a friendly, competitive setting.

### *A little bit about our club*

- In 2023, the ATCPS boasted a membership of 150 individuals.
- The ATCPS website receives an impressive average of 18,190 visits per month.
- The ATCPS offers a diverse range of 6 classes, including those tailored for Senior Youth and Junior Youth, aimed at engaging children in the sport.
- A total of 6 sanctioned competitions, culminating in finals, are scheduled for 2024 by the ATCPS.

## **Title Sponsor**

**\$2,500.00/Year**

- The company's banner will be prominently displayed in the arena during the event, with ATCPS providing the banner.
- Recognition as the title sponsor will be featured on ATCPS media platforms, including the homepage of the website.
- The company will receive bi-weekly acknowledgments on ATCPS media platforms.
- Winners of the sponsored class will have their picture taken with the company banner.
- The company's name will be announced throughout the ATCPS show, with special recognition as the title sponsor.
- As a sponsor, the company can choose which class to sponsor buckles for, and team buckles will be provided.
- The title sponsor will have the opportunity for 2 Sponsor Draw runs at the end of the year

during finals.

- The company will receive 2 tickets to the finals banquet.

## **Buckle Sponsor Per Class**

**\$1,500.00/Year**

- The company's name or logo will be showcased on the ATCPS website and media accounts.
  - The company has the freedom to select the class they wish to sponsor.
    - Recognition will be given during the sponsored class.
  - A photo will be taken of the class winners with the sponsored buckles, and a company representative can present the buckles to winners during the awards banquet.
- The Buckle Sponsor will have the opportunity for 2 Sponsor Draw runs at the finals at the end of the year.
  - 2 tickets to the finals banquet will be provided.

## **Pen Sponsor**

**\$300.00/Show (\$1,000.00/Year)**

- The company's name will be consistently announced during the ATCPS show.
  - Recognition on ATCPS media platforms will indicate the company's sponsorship of the pen.
- The company's name will be prominently displayed on the ATCPS website, indicating sponsorship of the pen.
- Companies sponsoring throughout the year will receive 2 tickets to the finals banquet.

## **Tractor Sponsor**

**\$300.00/Show (\$1,000.00/Year)**

- The company's name will be announced during the tractor works arena at the ATCPS show.
  - Recognition on ATCPS media platforms will acknowledge the company's sponsorship of the tractor.
  - The company's name will be displayed on the ATCPS website, indicating sponsorship of the tractor.
- Companies sponsoring throughout the year will receive 2 tickets to the finals banquet.

## **Fast Time Sponsor \$100.00/Show (\$600/Year)**

- Announcers will provide promotional mentions for fast times.
  - Chance to present prizes to winners.
- Logo recognition across social media platforms.
- Four awards categories: Open (Lt), 10, 8, and 5.

## **In Kind Product Sponsor \$XXX**

### **DONATE PRODUCT OR % OFF TO BE USED AT EVENT FOR PRIZES / AWARDS**

- Announcer will provide promotional mentions for In Kind Sponsorship.
- Logo recognition on social media platforms to acknowledge sponsorship.
- Opportunity to present class prizes to the champion and reserve champion.

## ***Cattle Number Sponsor Packages***

Company name announced every time the cattle number(s) is called in the class(s)

### ***Gold Sponsor \$600.00/Year***

- Selection of 4 cattle numbers in the class(es) chosen by the company representative (subject to availability).
- Recognition on ATCPS Media of the company's sponsorship of 2 cattle numbers.
- Display of the company's name on the ATCPS Website with notification of gold sponsorship.

### ***Silver Sponsor \$400.00/Year***

- 2 cattle numbers in the selected class(es) by the company representative (subject to availability).
- Acknowledgement on ATCPS Media regarding the company's sponsorship of 2 cattle numbers.
- Display of the company's name on the ATCPS Website with notification of silver sponsorship.

### ***Bronze Sponsor \$250.00/Year***

- 1 cattle number in the chosen class by the company representative (subject to availability).
- Recognition on ATCPS Media for the company's sponsorship of 1 cattle number.
  - Display of the company's name on the ATCPS Website with notification of bronze sponsorship.

### ***Youth Sponsor \$100.00/Year***

- 1 cattle number in the Junior or Senior youth class selected by the representative (subject to availability).
- Recognition on ATCPS Media for the company's sponsorship of 2 cattle numbers.
- Display of the company's name on the ATCPS Website with notification of Youth sponsorship.

### **Sponsor Class/Calcutta**

- Each sponsor receives 1 entry into a draw system, with title or buckle sponsors receiving 2 entries.
  - Teams are auctioned off, with half of the proceeds going into the pot.
- Last year, we had 8 teams and a pot of \$16,000.00, which was divided among 3 randomly drawn team members and the bidder of each team during the finals banquet on Saturday night.

For additional information or any questions please contact:

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